

ABSTRACT

Tires for vehicles comprising at least one novelty scented rubber compound and/or at least one novelty scented non-rubber component. Additionally disclosed is where one or more pheromones are used, in addition to or in place of, the scent or fragrance of the pertinent rubber compound(s) or non-rubber component(s), and where scent is used as a wear warning in place of, or in addition to, the novelty scented rubber compound and/or novelty scented non-rubber component. Wear warning mechanisms other than scent are presented. Also disclosed is a novelty plug or insert comprising varied attributes in addition to, or in place of, scent that enables customization, where at least one novelty plug or insert may be installed in the disclosed vehicle tires, and in other vehicle tires as well.